



**WEWS**

# ORDER

Print Date 10/24/12

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Flight Dates **10/25/12-11/05/12**

Contract / Revision      **315734 /**

Original Date / Revision  
10/24/12    10/24/12

Advertiser **Thomas Peterffy**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Thomas Peterffy**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **1547**

Alt Order #

Billing Type          Cash

Order Type          GENERAL

Billing Cycle        EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35+

Rev Codes           POL            POL            ISS

Product Codes    PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	2	\$5,950.00	\$7,000.00	0.00
November 2012	17	\$80,750.00	\$95,000.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$86,700.00</b>	<b>\$102,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	2	\$5,950.00	\$7,000.00
10/29/12	11/05/12	17	\$80,750.00	\$95,000.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/25/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	1:00	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	MTWTF--					1	\$3,000.00		0.00			
Week:		11/01/12	11/07/12	M--TF--					1	\$3,000.00		0.00			
N 2	WEWS	10/25/12	11/05/12		CM	12-12:30p	MTWTF--	1:00	1	\$4,000.00	P-1	0.00	NM	3	\$12,000.00



**WEWS**

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Contract / Revision      **315734**      Flight Dates **10/25/12-11/05/12**

Hiatus Dates

Original Date / Revision   10/24/12/   10/24/12

Order Sep   00:20:00

Advertiser   **Thomas Peterffy**

Product **Thomas Peterffy**

Estimate #   **1547**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12-1230pm News											
				12-1230p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	MTWTF--	2		\$4,000.00		0.00						
Week:		11/01/12	11/07/12	M--TF--	1		\$4,000.00		0.00						
N 3	WEWS	10/25/12	11/05/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	1:00	1	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
				M-F 4-5p Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	MTWTF--	1		\$4,000.00		0.00						
Week:		11/01/12	11/07/12	M--TF--	1		\$4,000.00		0.00						
N 4	WEWS	10/25/12	11/05/12	M-F 6-630p News	CM	6-630p	MTWTF--	1:00	1	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	MTWTF--	1		\$7,000.00		0.00						
Week:		11/01/12	11/07/12	M--TF--	1		\$7,000.00		0.00						
N 5	WEWS	10/25/12	11/05/12	M-Su 630-7p WNT	CM	630-7p	MTWTF--	1:00	1	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
				M-Su 630-7p WNT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	MTWTF--	1		\$8,000.00		0.00						
Week:		11/01/12	11/07/12	M--TF--	1		\$8,000.00		0.00						
N 6	WEWS	10/25/12	11/05/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	1:00	2	\$5,000.00	P-1	0.00	NM	5	\$25,000.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	MTWTF--	3		\$5,000.00		0.00						
Week:		11/01/12	11/07/12	M--TF--	2		\$5,000.00		0.00						
N 7	WEWS	10/25/12	11/05/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	1:00	1	\$9,000.00	P-1	0.00	NM	2	\$18,000.00
				M-SU 11-1135P Late New											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	MTWTF-S	1		\$9,000.00		0.00						
Week:		11/01/12	11/07/12	M--TF-S	1		\$9,000.00		0.00						
N 8	WEWS	10/28/12	10/28/12	SU GMA 8-9A	CM	8-9a	-----S	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				SU GMA 8-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	-----S	1		\$3,000.00		0.00						
Totals														19	\$102,000.00